

Public Affairs Communicator

The journal for Navy public affairs professionals

ADMIRAL'S CORNER

It is hard to believe we are more than halfway through the year! The pace has been fast and, at times, hectic, but in the typical professional fashion that is the hallmark of our community, we have done a tremendous job.

We have made it through some major public relations events including Y2K, Vieques, INR in New York and Sail Boston, not to mention the numerous other significant events requiring our utmost attention. Team Public Affairs continues to enjoy phenomenal success and, as always, is making a lasting positive impression on the rest of the Navy.

This month, I would like to introduce my new Senior Enlisted Advisor and CHINFO Command Master Chief, JOCM(SW) David Lovato. We are very fortunate to have Master Chief Lovato on our team. As the former JO detailee, he brings a wealth of community experience to this office. In the short period of time since he has been on board, he has impressed me tremendously. I have the fullest confidence in him and I know he will do great things for the public affairs community. I have invited him to share this month's column with me, and his thoughts are below.

Thank you, everyone, for continuing to tell the Navy story. Keep up the great work!

Sincerely,
Thomas J. Jurkowsky
Chief of Information

Contingency mission to Turkey

By LCDR Cappy Surette

On Aug. 17, 1999, an earthquake measuring more than 7.4 on the Richter scale blasted through Eastern Turkey killing more than 17,000 people.

Close to midnight the next night I received that infamous call to see if I was interested in going to Turkey as PAO for Operation *Avid Response*, the humanitarian aid mission to Turkey.

Mere hours before the call, European Command was tasked with sending U.S. military forces to participate in the relief effort. USS *Kearsarge's* (LHD 3) Amphibious Readiness Group (ARG) with the embarked 26th Marine Expeditionary Unit (MEU) lifted anchor from a liberty port in Spain. CINCUSNAVEUR launched the Surgical Response Team (SRT) based in Naples, Italy, to aid victims with trauma care. The U.S. Air Force's 39th Expeditionary Air Wing sent a Humanitarian Assistance Survey Team (HAST) from Incirlik Air Base in southeastern Turkey. Meanwhile, President Clinton tasked his U.S. Agency for International Development (USAID) to take charge of the relief efforts on his behalf in Turkey.

As 6th Fleet's contingency PAO for this operation, my job was to

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Reporting In

If you're contemplating your next degree, and you're looking for a school that will really open your eyes to a vast array of issues relevant to the military as a career, try being the Detailer!

You'll get all the education you could ever need (and in so many interesting areas)! If you're privileged to be the JO Detailer (as JOCS(SW) Suich is now), you'll have the Religious Program Specialist Rating to provide additional issues upon which to exercise your critical personnel distribution judgement! Your diploma (handed to you with great ceremony upon your graduation from CNP/BUPERS) will be well deserved!

It is with some pleasure then, that I report to you from the Office of the Chief of Information as the Senior Enlisted Advisor to RADM Tom Jurkowsky and CHINFO Command Master Chief. In future editions I intend to address some of the issues and concerns that I have been discussing with the PAO and JO leadership since my arrival here. Provided no one objects too strenuously, we'll be looking at manning, training and senior enlisted leadership structure for the JO rating.

In the meantime though, give me just a short while to adjust from the Blues Harps of the Mississippi to the Heavy Metal of the Washington Beltway!

*JOCM(SW) David L. Lovato
Senior Enlisted Advisor and CHINFO Command Master Chief*

NMCI — Gear up!

Navy Marine Corps Intranet (NMCI) is a Navywide initiative that will ultimately affect every military and civilian within DON.

Many of you have had, or will have, teams of contractors and IT personnel visiting your sites.

Unfortunately, providing information briefs, graphics, etc. to you — the PAOs — has been missing. We hope to catch up now.

This message previously reached PAOs as e-mail via the Navy Public Affairs Directory. We plan to send you a brief survey and weekly (or bi-monthly) updates on issues, upcoming schedule items, graphics and point papers for your use.

Additionally we have established a public web site that features an interactive question and answer section. The URL is <http://www.peo-it.navy.mil>. You can also look for information within Chartroom at www.chinfo.navy.mil/chartroom. Public Affairs Guidance on NMCI will be posted there soon.

For PAOs, particularly if you are on a short fuse, please feel free to contact us directly at the following numbers:

Jennifer McGraw: DSN 332-4632 or (703) 602-4632

CDR Nancy Doss: DSN 332-9783 or (703) 602-9783

LT Jane Alexander: DSN 227-5342 or (703) 697-5342

Amy Youngs: DSN 332-3580 or (703) 602-3580

One-sheeters on "NMCI Overview" and "NMCI & Security" are available, along with our PEO-IT logo, at our web site listed above.

Jennifer McGraw, Congressional/Public Affairs

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coordinate media coverage of the ARG/MEU efforts as well as facilitate coverage of the SRT in action. In reality, that would only be part of the mission.

Planning

With little time to prepare and sparse directions besides "get to Istanbul," I had to plan to travel light but be ready for anything. While I packed a variety of uniforms, I ended up only needing BDUs and civilian clothes, which were necessary due to higher terrorist threat conditions.

The most useful tools I brought were a cell phone (with charger), passport and a contingency binder.

I filled the binder with as much background material I could find about the earthquake, the military units involved, commander biographies, available public affairs guidance and information about the U.S. Embassy. I added fact file sheets and unit information from a variety of Navy/Marine Corps web sites. I printed sheets on everything from LCACs to all helicopters in the Air Combat Element (ACE) of the MEU to specifics on each ship. These would prove invaluable to explain "how things worked" to the media.

I printed everything I could about earthquakes in general and the latest stories from CNN, ABC News, AP, etc., to read on the plane.

Within 24 hours, I was on a C-130 bound for Istanbul with Marines from the 26th MEU's Forward Command Element (FCE).

What we found upon arrival was chaos.

Getting Started

More than 5,000 Turks had been declared dead at that point and the Turkish government was overwhelmed by tragedy and was concerned by their slow reaction in helping their own people. Varied successful rescues by international relief organizations started to become a thorn in Turkish pride.

With the ARG still a day away, individual members of the Turkish government stated they didn't want help from the U.S. military. Facing a volatile and emotional Turkish press and overzealous international reporters, I

could see I had my work cut out.

Personnel from the Office of Defense Cooperation (ODC) met us and arranged for hotel accommodations and transportation. All incoming military personnel such as the U.S. Air Force HAST from Incirlik were routed to the same hotel facilitating the beginning of a team. A shaky one at first, but one nonetheless.

Building a team

With no articulated mission or support structure amid this chaos, a team had to be established. Having flown in with the Marines, I established an initial trust with them during the flight by presenting my binder to the senior Marine. Due to the short-fused nature of the crisis, he had never been formally briefed. He was genuinely appreciative of the opportunity to familiarize himself so he could properly brief his Marines. This seemingly small act was the key to being accepted by this tight-knit group.

The next step was linking up with the United States Information Service (USIS) at the local Consulate and the Press Attaché at the Embassy. USIS personnel are the public and media affairs professionals for the State Department, are a tremendous addition to the military PAO's tool bag.

These folks have good insight to the local press and political makeup. They provided valuable assistance martialing media for events, as well as providing great media analysis for post-event coverage and feedback.

I attended all meetings and spoke of the need for one unified message from all U.S. participants. I conducted media training for all U.S. military

component commanders including Navy, Marine Corps, Air Force and military members from the Defense Attaché (DAO) and the ODC.

We educated the assembling mass media on U.S. military capabilities and corrected the record at every juncture of the misperception that the ARG was actually a group of hospital ships. We avoided speculation of governmental squabbling when the ARG arrived but was not allowed to come ashore.

To be effective, though, I had to know what I was



Children fight for attention as Marines from USS *Kearsarge* (LHD 3) erect tents near Golcuk, Turkey.
Photo by JO1 Robert Benson

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talking about. The information I culled for the contingency binder was essential in brushing up on the composition of the ARG/MEU team.

As military journalists and photographers from AFRTS, Naval Media Center and Combat Camera arrived, we brought them into the fold to ensure their safety and get them to the best places to capture the story as it unfolded. PH1 Johnny Bivera of Combat Camera volunteered to act as my LPO and his support was invaluable.

Expanding the team

As the military was only a part of the overall U.S. efforts, cooperation among all participants was necessary. With the complex mixture of organizations involved, there was no shortage of interagency squabbling. I found that building relations with each agency's public affairs representative helped circumvent much of this.

Covering the arrival of the ARG

Media interest in the arrival of the U.S. ships off the coast of Istanbul was intense and initial questions focused on their humanitarian relief capabilities.

As the particulars of the mission were being ironed out, a military/USIS team including a translator, educated the media about the ARG and what was driving the initial timeline for bringing Marines ashore. In most cases, this was the first exposure to military operations for many of the journalists covering this event.

The U.S. Ambassador to Turkey announced a press conference with senior officials of the Turkish government on board *Kearsarge* to clear the air about U.S.-Turkish tensions. As the ARG remained underway, significant communications problems needed to be overcome. The media embark to *Kearsarge* provided an opportunity to firm up relations with *Kearsarge's* PAO (Presidential Recalled Reservist) and MEU PAO to continue building a team concept.

As a media pool was necessary, we let the USIS staff make the selections and I coordinated the lift request, including the request to circle the ships a few times prior to landing to allow the media to get their establishing shots of the ships off the coast of Turkey. By assembling the reporters at the airport one hour prior to departure, we had time to brief them on military capabilities and answer questions. This time together helped us shape many of their stories. We also met with them upon our return to clear up any confusion.

The Fact File sheets were essential in teaching the media "U.S. Navy 101."

Command Messages

It was essential not to try to push the military out in front of the limelight for many reasons. While the initial interest by all media was finding out what the ARG/MEU was going to be doing, the local angle was beginning to shift to the Turkish authorities' inability to effectively incorporate the ARG/MEU in the overall relief effort.

With that in mind, our basic message was this: "The U.S. military is a part of the overall U.S. relief effort."



Navy/ Marine Corps News' Marine Corps Capt. Joseph McCloud and PH1 (AW/PJ) David Kosling interview a Turkish earthquake survivor at a Task Force Avid Response area.
US Navy photo by PH2 Leland B. Comer

We also emphasized that the United States was only a part of the international team here to help our Turkish allies in their time of need.

To counter questions as to why the Marines had not hit the beach yet, we said that "U.S. and Turkish officials are working around the clock on the particulars of where best to use the ARG, but we are here in a support role."

It was also important to spread the wealth when opportunities arose. Facilitating coverage of the Air Force HAST demonstrated good faith and led to my acceptance as their on-scene PAO. Becoming part of their team meant I was now provided with transportation, office supplies, MREs, and safety gear for the field. As their footprint grew, I was also allowed access to the Incirlik AFB LAN for sending e-mail PA SITREPS and communicating with the ARG/MEU.

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The Payoff

As the hours dragged on without receiving permission for the Marines to come ashore to assist, the media began reporting that Turkey was refusing U.S. assistance — a potential embarrassment for both countries. Problems continued even as word came down that a small group of Marines would be allowed to land and help the Turkish Army assemble the 4,000 tents promised by President Clinton. The problem was that the tents had not arrived yet.

Faced with a second potential embarrassment, the MEU PAO, Marine Corps Capt. Gabrielle Chapin, and I came up with an acceptable solution. The Marines would fly ashore with six of their own tents and take them to two of the hardest hit areas. Keeping the team concept in mind, we also included the PAO for USAID in the planning of this event. We all agreed that the Marine landing would be an ideal symbol of U.S. commitment to Turkish relief efforts.

While the Marines could have fit in one CH-53, we expanded the event so they would use numerous helicopters for effect.

Having built a trust with USAID, they provided me with their command messages authorizing me to speak on their behalf. We prepped the senior Marine Corps officer ashore with the appropriate messages and he was an ideal spokesman, not only for the ARG/MEU, but also for the U.S. government.

As we didn't want the media to outnumber the group of Marines, we selected a small but influential group to include both international and Turkish newswires, television, print and radio. This group included AP, Reuters, CBS radio and internal Navy.

We knew we had played our cards right from the reaction we received during the Marine-landing event. As the third of four Marine CH-46 helicopters landed, releasing steely Marines onto Turkish shores, the wife of a CBS reporter turned to me and genuinely stated, "I've never been so proud to be an American."

Conclusion

While it is impossible to go into all that was involved in this contingency, one can expect little rest, and to operate with more than just the Navy in mind. One must consider the big picture and pitch in and help anywhere possible to build relationships. Coverage of U.S. military efforts as part of this big picture was a success only due to the cooperation of a variety of professionals, only a few actually being in the military. The most essential groups were USAID, USIS,



LT Jeff Bledsoe, an operating room nurse with the Naples-based Surgical Response Team, gives medical care to a Turkish girl in Izmit, Turkey.

Photo by JO1 Robert Benson

ODC, U.S. Air Force and U.S. Marine Corps.

Sharing information and teaching each other about our different worlds led to me discuss issues other than military operations, and others discussing the role of the military.

In this chaotic environment, it became necessary to "step out of the lane" for a brief time to allow the overall message of the United States to ring through. Trying to operate independently would have led to disaster.

As a final note, no one will hold your hand. You will quite possibly be the sole military PAO, so it is up to you to kick the door in (diplomatically) and sell the need and importance of public affairs.

Surette is the public affairs officer at Naval Air Station Sigonella, Italy.

Tips:

- Always bring something to the table.

Earning the trust of shipboard personnel or a field unit is difficult. Bringing them something as simple as a recent newspaper or some gedunk shows you are concerned about them. It breaks down barriers quickly.

- Do your homework. Brush up on the mission, composition and acronyms used by the commands you will be operating with. This is essential in building credibility.

- In a multi-organization mission, *meet other agency PAOs and try to circumvent interagency squabbling.*

- Share information: Info is only powerful when shared.

- Observe OPSEC.

- Take care of the internal media.

Easy money, quick kill with hometowners

By LT Rick Haupt

Heard any good soundbites from your PAO Sea Daddies lately? Two of my favorites are “make the ‘easy money,’” and “go for the ‘quick kill.’”

Some of the easiest money and quickest kills you can get as a PAO come through a couple of places that want to help — the Public Affairs Centers (PACENs) in Norfolk and San Diego. The primary mission of the PACENs, both field activities of CHINFO, is to produce photo feature stories for publication in Sailors’ hometowns.

Sounds a lot like the Fleet Hometown News Center (FHTNC), you say? Close, but not quite.

FHTNC produces hundreds of thousands of brief, concise news releases for short columns in hometown papers. Their goal is to generate as many short releases as possible — often just a few hundred words — to keep hometown audiences in touch with service members’ latest activities and accomplishments in the fleet. Although a high-quality product that should be a staple of every command’s hometown news program, these are journalistic “McNews Bites” of the overall Navy hometown news effort.

PACEN “hometowners,” on the other hand, are the “full meal deal.” Complete with photo and cutline, PACEN stories highlight the Sailor and their job, including personalized quotes and paraphrases in nearly 1,000 words. They are a big hit with parents, Sailors and commanding officers alike.

So what’s the PACEN process?

When you call one of the PACENs, they will coordinate a time to visit your command and help you publicize the event to solicit participation among your Sailors and Marines. On the agreed-upon date, a PACEN team will arrive at your command and collect the information and photos they need. Shortly thereafter, the team will write up the stories on your Sailors and/or Marines and market them to appropriate publications. They also send a letter to the Sailors’ parents, notifying them of the release and its expected publication date.

The PACEN teams will even provide you feedback. Within three months of their visit, you may expect to have clips in hand, process complete. The easy money is now in your pocket — the quick kill in your hands — happy parents, happy Sailors and Marines, happy commanding officers.

Haupt, billeted as an action officer at Public Affairs Center San Diego, deployed with Bataan ARG from Oct. 1, 1999, through March 15, 2000. He is currently assigned as deputy PAO to Commander, U.S. 3rd Fleet.

For more information about what the Public Affairs Centers can do for you, contact:

LCDR Mark McCaffrey, PACEN Norfolk: (757) 444-8331,
E-mail: mmccaffrey@force.cnsl.spear.navy.mil.
LCDR Jeff Breslau, PACEN San Diego: (619) 556-4907,
E-mail: pacensd@pacbell.net.

A Navy public affairs speech

By CDR Bruce Cole

(Writer's Note: In late March, I went to Stockton, Calif., to speak to some Rotary Clubs, the Navy League, some college classes and a high school history class. One of my talks was to the local chapter of the Public Relations Student Society of America [PRSSA]. My remarks to them follow this note. I offer it as an opportunity for people to respond, poke holes, etc., in my approach to public affairs, particularly the media relations side of our business. I think I'm somewhere between those who want to spin breakfast each day and those who are slaves to a dogmatic approach to government PR.)

PRSSA LUNCHEON – Stockton, Calif. (March 30, 2000)

Thank you Carol.

(Look to the audience, smile and wave.) Hello. I'm from the government ... and I want you to know ... I'm here to help.

I will start by confessing the government has a curious way of doing things, but is probably like many other bureaucracies. I read recently the Lord's Prayer is 66 words, the Gettysburg Address is 286 words and there are 1,322 words in the Declaration of Independence. Yet, government regulations on the sale of cabbage total 26,911 words.

My speech is a mere 2,495 words, so I must qualify somewhere beneath God, Lincoln and Jefferson, but hopefully somewhere above the regulation writers in the Agriculture Department.

I always enjoy the university environment. The vibrancy, the youth and the hope is so pervasive. I had the good fortune early in my Navy career to teach naval history, engineering and weapons at the Naval ROTC at Purdue University. That's quite a combination for a journalism/political science major. It was quite energizing and I truly regretted my departure after only a year and a half.

I left Purdue early as a first step toward becoming a Navy Public Affairs Officer. After serving aboard a ship for nearly four years, I had still pursued this goal of mine. While at Purdue, I received one of those "middle of the night" calls asking me if I'd like to come work in the public affairs office for the Chief of Naval Operations. The "CNO" to the Navy is like our CEO, so you can imagine my sheer luck at the opportunity and my sheer stupidity had I said no.

Thirteen years later, I stand before you as someone who has been in the trenches of government PR. I've had the good fortune to serve all around the Navy in

that capacity, and I've seen great things and not-so-great things. I've been able to work with other government agencies, a lot of military and plenty of civilians. And in that time, there are some things which have accumulated to develop my view of what government public relations IS all about and what it OUGHT to be all about.

I boil my approach down to these basic beliefs:

- The responsibilities of a public servant.
- Believing in your organization.
- Having a "Passion for the Product."
- Telling "our truth."
- As a naval officer, I am a public servant. While my

organization — the Navy — is one I truly love and respect, I owe my allegiance to the nation and to you, its people. While there are times where security classification and propriety make withholding certain facts appropriate, I owe you information. I certainly don't subscribe to ADM Ernest King's World War II public relations philosophy. He said, "Don't tell them anything. When it's over, tell them who won."

The right thing to do may not always be the "best" thing to do, but it is always the right thing to do.

Sometimes the truth hurts. In this age of 24/7 communications, it is more true than ever that in government, perfection seems to be the standard. You can never make a mistake without being open to criticism. It seems, however, there is a high capacity for forgiveness if one admits errors, particularly if the effort was well-intentioned. Attempts to obfuscate or simply lie are not the right road.

In a *San Diego Union-Tribune* article a couple of years ago, a public defender was quoted saying, "My job is to do anything I can do to get my client off." I think that's misguided, even for a private lawyer. His job is to be sure that the defendant's rights are not violated. His aim should be justice. Success is not *freedom* for his client, but truth for his client ... and truth for the public.

- Now fortunately, I don't often run into any sort of moral dilemmas regarding the Navy, and that leads me to my second guiding principle. I believe in the goodness and quality of my "product," my "client." I believe that 99 and 44 one-hundredths percent of the time, the people in my organization are doing the right things and doing the right things well.

It seems that no group of people in the world is held to a higher standard than your military. Whether that is fair or not is not in question. We hold ourselves

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to high standards, but on occasion we fall short. These aren't necessarily institutional problems, rather they are human problems; problems we deal with as we accept people from all walks of life into your military.

But I know from the inside that these problems are the exception, not the rule. The Harris Poll year after year finds the military at or near the top as the U.S. institution in which Americans have the greatest confidence. It nearly broke the news media's heart when our weapons worked in *Desert Storm*. They had written all through Ronald Reagan's revitalization of the military that the weapons were too expensive and they wouldn't work. I think they quickly found they weren't and they did.

Now I won't claim the criticism is a "vast left wing conspiracy," but as I said, we do seem to be easy pickings. Despite the fact national reporting about the military always seems to me about something negative or controversial, the Associated Press, in essence, echoed the Harris Poll findings by publishing a report last year highly favorable of the military.

Nearly two-thirds of Americans had a "good deal" of confidence in their military — and another 28 percent had "some" confidence.

That level of confidence comes from doing your job right when things are on the line. The 1990s were certainly a time of great usage of the military. And although you could raise many questions on the political aspects of what situations the military was used in, there are few situations that you could point to with criticism of how we did it.

I know our leaders make tough decisions everyday — decisions which involve the people and the monies with which the public has entrusted us. Sometimes criticism is

warranted, but often the news media doesn't care to understand, they prefer to inflame. I've been involved in a number of *60 Minutes* or *20/20* or *Dateline*-type pieces, and I will tell you that I have a hard time having any confidence in those shows. I know what they've "mis-reported" on things about MY organization, and so I have to wonder how well they report at all.

Sometimes we deserve a "thumping," but I know day-in and day-out we're serving you well.

- The third tenet in my list, one that builds beyond my belief in the basic goodness and effectiveness of the organization, is what I call a "Passion for the Product."

I think this passion goes beyond merely believing in the "product." It is also something that truly excites me.

Like any organization, we obviously have people with a wide range of capabilities, interests and desire to excel. But modesty does NOT prevent me from saying I'd be happy to match up the average Navy Sailor with the average young person in the world. Their maturity, ability to handle responsibility, and interest in leadership set them apart.

Much of this is born not of them being in any way superior to their friends who choose not to go in the military. Rather, I think it's the military's culture that thrusts certain opportunities upon them, demands they respond to expectations, and leads them to discover within themselves their potential.

What this all boils down to is — I think we have pretty damn good people ... and it excites me.

And not only is the Navy a culture of "getting the job done," but the job we do is pretty damn important, too.

It goes beyond securing our physical borders from attack. In

many respects, there ARE no borders these days. The economy is largely global. America has economic interests throughout the world. It also has a political interest in the spread of democratic values.

Since the days of the Barbary pirates and even before, the Navy has been a key player in representing America's interests. We have people stationed all around the globe providing the "forward presence," which we believe helps bring stability in key regions.

Korea, Indonesia, the Middle East, Europe and increasingly, Africa. We are there and many other places, working with the navies of the world. This leads to a confidence among those nations that they have a powerful friend, one who will work with them to avoid falling prey to the designs of evil neighbors.

We deploy to these regions with extremely high-tech ships and airplanes. For you football fans out there, I can put a ship or submarine in San Francisco Bay and with a *Tomahawk* missile I can split the uprights at Mile High Stadium in Denver. Or, you pick the seat you want hit and I'll take care of it.

What's very gratifying is that through these super people and great technology, we don't have to fight too much. Through capability and readiness, we provide a deterrent that persuades the Saddams of the world to stay in their box.

- Now, I expect I've been a bit righteous — a real "pie in the sky" Pollyanna. My final basic belief, though, is the one where the rubber meets the road — where Cinderella meets Godzilla.

I used to work for an admiral by the name of Al Krekich. Krekich is a pretty straightforward, back slappin'

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kind of guy. When he used to see me sometimes, he'd say, "How's my spinmeister today?" I told him, "Admiral, we don't spin. We tell our truth." I'm not sure he ever really understood what I meant. And I suppose it's not immediately obvious to many others, either.

What I mean by "our truth," is — essentially — our story told in such a way that the final result of the media's portrayal is the reality.

I am convinced the news media, as an entire body, wants to report the basic story, but the business end of journalism leads the media to find controversy, to find harm, to find fault ... even where it only appears to exist or even where it does not exist.

As a government entity with a lot of moving parts and a lot of moving people, we are a pretty easy target.

For example, another admiral felt there was an increasing trend in the number of reports he was seeing about domestic violence among the people of the Pacific Fleet. Therefore, he had some research done and then put out a message to the senior officers in the Pacific Fleet. He said any such incidents are abhorrent and it was apparent it was on the rise — at least temporarily.

The admiral said the fleet leadership needed to take proactive measures to help their people receive the necessary counseling to reduce stress, to improve family relationships, to seek help or seek shelter when necessary. In essence, this organization's leader saw a problem and was trying to do something about it.

A network television news reporter happened to hear about this and about the admiral's message. Do you suppose the story was about how the Navy was trying to do something about what

is not a military-specific problem, but rather a societal problem? No. The story was about how the Navy had such a problem with domestic violence.

As I watched the piece on the national TV news, I listened closely as they used some statistics. They all sounded pretty bad, and they were some good color to the piece. The reporter told us the Justice Department estimates there are 3.9 million cases of spousal abuse each year in America. He also gave viewers the figure the admiral provided in his message — approximately 275 instances of domestic abuse in the Pacific Fleet during the past year. Both stats tell us there's a problem.

But I took a closer look at those figures. According to the World Almanac, there are approximately 200 million adults in the U.S. That means the Justice figures equate to one abuse case for every 51 adult Americans.

There are approximately 220,000 Sailors, Marines and civilians in the Pacific Fleet. This equates to one abuse case for every **800** of our people ... about 16 times LESS frequent than in the general populace. And if you figure the bulk of our population is in the 20- to 45-year-old range, probably the age group that commits the most abuse, our figures look even better than when compared to the public.

Now, I took an example from a shocking topic to help make a strong point. In the local news media queries that followed the piece — queries from reporters who were hoping to "localize" this shocking story — we asked them to first to do the math themselves. Then, if they still thought there was a story, we'd see what we could do to help. Only one station wound up sticking with the story and that

reporter spent most of the piece discussing what the Navy does to help its people handle stress, how to build and maintain good relationships and about the intervention programs we have.

Did we "spin" that story? I wouldn't call it that, but we certainly took an approach to accentuate the positive ... not that there is such a thing with this topic.

Did we "stay on message?" You bet we did. They were unfairly tearing us down.

Did we "discredit our detractors?" Not at all. We thanked them for getting that Justice Department figure.

The point I'd like to make is that I am fully ready to find the silver lining, to steer the news media to the positives and to bleat the communication points over and over again — to tell "our truth." I think I have to ... to provide the public with some balance ... to let them know what a wonderful Navy they have and what wonderful people are in it.

I mentioned earlier the Harris Poll's survey asking Americans how much confidence they have in their society's institutions. For more than a decade now, the military has ranked above the clergy ... above the court ... above sports ... above the Congress ... and ... well above the media.

So, perhaps if in the execution of my responsibilities as a public servant, I exaggerate once in awhile; perhaps if I look through rose-colored glasses; perhaps if I get a little passionate about "my product," it is because I think that is the best way for you as American taxpayers — or future taxpayers — to know the truth ... "our truth" about your Navy.

Cole is the deputy public affairs officer, U.S. Pacific Fleet.

DINFOS helps PAOs tell Navy story

By LTJG Leslie Hull-Ryde

The Navy wouldn't send a pilot hurtling off the deck of an aircraft carrier without flight training. Nor would we send ship drivers to sea without surface warfare school.

Yet, unlike our sister services, some of the Navy's most influential officers — public affairs officers — never receive specialized training in their field.

The Defense Information School (DINFOS) at Fort Meade, Md., offers a two-month curriculum that can remedy this.

DINFOS' teachings on the complexities of the press, community relations and the power of the internal audience give young PAOs the tools to deliver the Navy's story in a timely, confident fashion.

In today's fast-moving world, PAOs need to be familiar with the resources available to educate an increasingly savvy public. And since we often serve in remote areas aboard ships, overseas or independently, we need confidence in our abilities.

That confidence comes from being prepared, and preparedness is taught at DINFOS.

When the officers charged with protecting the Navy's reputation are not properly trained, the Navy's future financing, fleet strength, morale and productivity could be jeopardized.

Though some argue that commands can't afford the time or money to send their PAOs to DINFOS, veteran practitioners insist the Navy can't afford not to at least send lieutenants and below to DINFOS' Public Affairs Officer Course.

"With fewer than 200 uniformed Navy PAOs, we need all of them operating to maximum capacity," said Pamela Warnken, deputy PAO at the U.S. Naval Academy. "DINFOS is the key to output."

Students leave DINFOS with improved skills in writing, media, crisis management and strategic planning that will follow them throughout their PAO careers. Warnken believes productivity is doubled when PAOs are DINFOS-trained.

"Also, the entire field suffers deeply from any PAO's lack of knowledge," said Warnken, a 1987 DINFOS graduate herself who later served overseas. "Our shipmates must see us as credible practitioners in our field. Without formal training, we may not be."

Commands concerned about meeting public affairs demands while a key staff member attends

DINFOS can look to their Naval Reserve counterparts. With a little advance planning, these professionals, who are often DINFOS-trained or working in private sector public relations positions, can fill the gaps.

Others contend DINFOS doesn't reflect the true fleet pace or challenges. However, DINFOS' practical exercises mirror what PAOs can expect. Students learn journalism basics. They write a press release, on deadline, reporting details of a mock accident. They produce stories and editorials. They are interviewed by insistent media "role players" and they monitor interviews. They're also forced to research PAO scenarios in Navy and DOD instructions and write opinions.

"This school is tough and demanding because the environment our graduates enter is likewise tough and demanding," says Army Col. Larry F. Icenogle, the DINFOS commandant.

No one leaves DINFOS without understanding the nature of news; knowing how to develop a rapport with the press; understanding the media's audiences; becoming aware of each media outlet's needs; and formulating a strategic communications plan.

"Most O-3s in this community are in their first or second tour as a public affairs officer, working under the supervision of another PAO," said LCDR Rod A. Hill, a DINFOS instructor. "In their next tour, or soon after, they may be the only PAO."

"Without DINFOS, they are truly relying on their boss' ability to teach them the ins and outs of doing this job by themselves."

In addition to surviving deadline-driven pressure, the Public Affairs Officer Course also requires meshing with PAOs from other services, said Marine Corps Capt. Jason A. Johnston, a public affairs officer who has served in joint operations, including those in Albania and Liberia.

"We have to train like we fight," Johnston says. "And we're starting to fight more jointly."

While some say this business is personality-driven and anyone with good social skills can be a PAO, B.J. Ramos, *Marine Corps Times*' managing editor, disagrees. She says she knows several PAOs who are personable, but ineffective. It's more important for PAOs to raise their skill levels and develop their confidence.

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When being candid with a senior-ranking officer about whether to accept a potentially challenging media interview, junior PAOs must be confident in themselves and their professional abilities.

To give junior PAOs in the Navy this solid foundation, our community should strive for the approach taken with pilots who catapult off carrier decks. First, get them the basic school.

We should send all junior PAOs to the Public Affairs Officer Course before they ever step in front of a camera, advise the boss on a PAO issue, put pen to paper or pick up a microphone.

The future of the Navy depends on it.

Hull-Ryde graduated from DINFOS in December 1999. She heads to her new PAO position in Singapore this summer.

Need a Navy speaker at your event? Try the Speaker Support Program

DOD has a goal for the uniformed services to "Reconnect with America" and the CHINFO Speakers Support Program can help accomplish this goal. Public affairs professionals are encouraged to energize their efforts to get Navy leadership out at community events, educational events, business seminars, etc.

To help PAOs better inform local communities of the availability of Navy speakers for their events, CHINFO Speakers Support is producing a pamphlet for the public that explains the Navy Speakers Program and how to obtain a Navy speaker. The pamphlets will be mailed to major academic institutions, large city chambers of commerce, NAVINFOs, Navy Region Headquarters and other prominent places of Navy presence.

Contact the CHINFO Speakers Support Coordinator, Carol Miller, for assistance in locating Navy speakers. Please provide as much lead time as possible when requesting speakers. If she doesn't have a "fill" for your request, she will connect you with someone who does.

Get the travel itineraries of your speakers and seek speaking venues for the future. Check the Chartroom web site for upcoming speaking venues, and forward the names of scheduled speaking events in your areas to be posted on the site.

Feedback and suggestions are always appreciated and welcomed.



For further information contact:

Carol Miller
Speakers Support Liaison (OI-53)
Navy Office of Information
1200 Navy Pentagon
Washington, DC 20350-1200
(202) 685-6655; DSN 325-6655; Fax 6671 or 6669
E-mail: Miller.Carol@hq.navy.mil

TBMD 101 — The basics of Theater Ballistic Missile Defense

By CAPT Ken Jarvis

With the exception of the Surface Warfare Officers in our ranks, I'll bet most of us barely know the "pointy" end from the "burny" end of a missile.

Since the Navy is about to do a lot of missile defense testing in the near future ... and since it very probably will attract media attention, may I suggest we take a few minutes to understand the language, history, current situation and future expectations of sea-based missile defense.

The Threat

Do any of these headlines bring back memories?

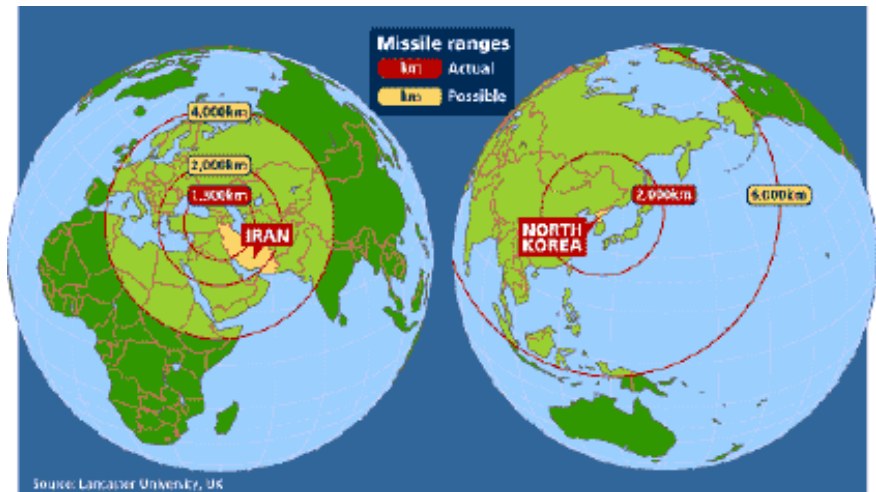
- ◆ **"IRAQ, NORTH KOREA AND SUDAN ARE WORKING TOGETHER TO GET SADDAM HUSSEIN LONGER RANGE MISSILES"**
— *New York Times*
- ◆ **"IRAN GREATER THREAT THAN IRAQ: IRAN WILL HAVE NUCLEAR CAPABILITY, MISSILE TO REACH ISRAEL"**
—United Press International
- ◆ **"NUMBER OF WARHEADS-MISSILES AIMED AT U.S. TO INCREASE"**
—Agence France Presse
- ◆ **"ISRAELIS LINE UP FOR GAS MASKS AS IRAQ-U.N. TENSIONS INCREASE"**
—Reuters
- ◆ **"CIA AGENT WARNS ON KOREAN MISSILES"**—The Associated Press
- ◆ **"NORTH KOREAN MISSILE SEEN POSING RISK TO U.S."**
—*Washington Times*
- ◆ **"NORTH KOREA MISSILE THREAT IS REASSESSED"**—*Washington Post*

...and the hits just keep on comin'!

As some of the headlines show, there is plenty of evidence that many of these nations are working together, sharing test results in order to build bigger, better missiles that reach farther with greater accuracy.

North Korean Taepo-Dong 1

The *Taepo-Dong 1* tested by North Korea covers an area that includes 90,000 U.S. troops



and many U.S. civilians, as well as millions of our allies. When *Taepo-Dong 1* is ready to go, its effective area is expected to extend from North Korea to well beyond Hawaii and include most of Alaska.

Now take those same distances, starting in Iran, and you'll see that they can pose a real threat to many NATO nations.

The History

Theater missile attacks have been around a lot longer than one might think. In World War II the Germans used rockets to not only destroy buildings, but also to disrupt lives. Surface launched missiles hitting ships was introduced by Japanese Kamikazes. Those aircraft were essentially surface to surface guided missiles.

Both the German and Japanese attacks were devastating. They made us aware that we desperately needed a quick-reacting, high-speed, long-range weapon to engage an attacker as far from our ships or our territory as possible.

Kamikaze runs gauntlet of anti-air defense

The task was enormous. How do you "out-smart" a Kamikaze-like "smart bomb"? How do you defend against missiles fired by a hostile nation that fall at random on your city?

Those early engineers had to start from scratch. They had no examples to fall back on.

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Yet, in spite of the difficulties, by 1950 a prototype ship-to-air guided missile was successfully tested at China Lake, Calif. In the years that



followed, these first missiles; *Talos*, *Terrier*, and *Tartar* evolved into different versions of the *Standard* missile. From those early days until now the *Standard* missile, with its different modifications, has been the backbone of our missile defense programs.

What Are Our Options?

We need to present our leaders with a range of options that will:

- ◇ Protect our forces deployed in the crisis area,
- ◇ Engage early and provide defense in depth to reassure our allies,
- ◇ Enable reinforcements through protected debarkation ports, airfields and staging areas,
- ◇ Enable timely airlift and sealift.

The Army, Navy and Air Force, combined, offer a variety of solutions. Although I'm not able to explain the other services' programs, they are indeed significant.

When an offensive theater ballistic missile like a *Taepo-Dong* is launched, there are three basic stages in its flight; ascent, midcourse and descent. The Navy offers the potential to defend against missiles during all three stages of their flight.

During *Desert Storm* our only opportunity to defend against this type of missile was to destroy it in the descent phase. The good news was we hit some of them. The bad news was debris from both the *SCUDs* and the *Patriots* fell on friendly territory.

Patriots and other systems located near the targets are vitally important. The Navy complements these land-based systems. Operating from the sea we are able to position ships closer to a missile launch point. From that vantage point we can identify and attack a hostile missile within seconds after its launch.

When operating close to the enemy missile launch point, one or two TBMD ships can protect a very large area. However, if we use only systems near the target, such as *Patriot*, it would take considerably more missile batteries to cover the same area. That's because we would need to anticipate what the targets are and try to protect all of them by hitting the incoming missile with our missile in the last few miles.

Think of it in terms of football. One or two defensive linemen or linebackers operating close to the quarterback can deflect a pass, thus protecting everything downfield. Should the ball get past the linebackers, however, the safeties are close to the goal line and provide a final defensive shield. Thus, we have the concept of layered defenses to provide protection in depth. This is the essence of the Navy's point of view. We don't want an "either/or" proposition, but defense in depth.

Fortunately, much of our missile defense system is already built and working. Both our Area and Theater-wide programs depend on the *Aegis* SPY-1 radar, Vertical Launching Systems (VLS) and *Standard* missiles. All of this is existing hardware with a proven track record. Additionally, our *Aegis* fleet is already forward deployed. We're the first to arrive and when we get there we don't need host nation support or permission.

Area/Theater

Although both Area and Theater-wide systems have much in common, there are some very significant differences.

The *Aegis* Area Missile Defense System is used against short and medium range TBMs. Its missiles (the *Standard* missile-2 [SM-2] Block IVA) operate exclusively within the atmosphere (endo-atmospheric) and are most effective in defending coastal airfields, ports and



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other assets close to the ship's immediate area of operation.

Navy Theater-wide (NTW) effectively defends against medium and long range TBMs. NTW can be used to engage during the ascent, midcourse and descent phase. It operates out of the atmosphere (exo-atmospheric) and provides protection to an entire theater of operation.

Obviously the Area and Theater-wide systems will require more testing, but in the mean time we are developing and deploying interim "good enough" systems. This allows us to use the Area TBMD early on to provide protection against *SCUD B*, *SCUD C* and the *Al Hussein* while more sophisticated missiles are developed.

Telling the Story

To get both systems completely researched, tested and ready for the fleet will require years of hard work. Because it is research not everything will work



perfectly on the first try. Past experience tells us we will push back test dates ... we will shoot at targets and miss. That's what research is all about. As PAOs, our challenge is to help our colleagues in the media understand and communicate that accurately to their audiences.

The public correctly understands that war is not a graded exercise, it's pass-fail. That's as it should be. A missile fired in anger must be destroyed.

You and I must explain, however, that this isn't war ... it's research. These engineers are exploring the unknown. They're not just pushing the envelope — they're defining the envelope.

For example, in 1995 we conducted two NTW tests. In both cases we missed the target. But in no way were the tests unsuccessful. To the contrary, they were enormously successful. The engineers had 41 objectives that they wanted to achieve during those two tests. At the conclusion of the second test they had accomplished 39 of those objectives.

Had these 1995 tests been a real missile attack, then hitting the missile would not just be AN objective, it would be THE objective. Of course it wasn't an attack, it was a test.

If you've been following the *THAAD* missile tests you're aware that the specific date for every test was highly publicized. When the date slid "to the right" the program was immediately tagged as being in trouble, when in fact moving the date was simply done to accommodate changes and developments that normally occur in research.

Having learned from the Army's experience, we will not say

much about test dates in advance. When we do, we'll try to make it clear that a date means we'll not test BEFORE that date.

Sen. Thad Cochran, R-Miss., summed it up very nicely as he responded to critics after a recent National Missile Defense test.

"While the failure to hit the target is disappointing, it is hardly justification for all the negative comments I have heard about last week's test. It's important to remember that a test program involves the testing of weapon systems to see if they perform as they were designed. The purpose of this test program is to uncover problems and correct them. If it were possible to take a design straight from the drawing board to the field, we wouldn't need testing programs. We test because we expect to find problems and try to solve them." From the Congressional Record - Jan. 24, 2000

Amen.

Jarvis is a Reservist who has been on active duty and involved with the Navy's Theater Air Defense program since 1994. He has served as PAO to: N-86 (Director, Surface Warfare) on the CNO staff; Program Executive Officer (Theater Air Warfare); and is currently PAO to RADM Rodney P. Rempt, Deputy Assistant Secretary of the Navy (Theater Combat Systems).

Prior to returning to active duty, Jarvis was Executive Director and CEO of West Virginia Public Broadcasting.

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GLOSSARY

Airborne Laser (ABL) – The USAF entry into TBMD. Their goal is to knock down enemy missiles with a laser mounted on a plane.

Area – Refers to an area within a theater.

BMDO – Ballistic Missile Defense Organization. A DOD unit that manages all ballistic missile defense programs in all services.

DASN(TCS) – Deputy Assistant Secretary of the Navy (Theater Combat Systems), Reports to Assistant Secretary of the Navy for Research, Development and Acquisition (ASN[RDA]) on ship self-defense systems, area and theater missile systems.

LEAP – Lightweight Exo-Atmospheric Projectile. An object that is flown out of the atmosphere on a missile, separates from the missile, seeks out and runs into another object (preferably the target).

NMD - National Missile Defense. A hot political topic right now. Affected by a 1972 treaty. All NMD tests are currently conducted by the Army.

N-86 –N-86 is the Director of Surface Warfare on the CNO's staff. He "buys" what NAVSEA "builds."

PEO(TSC) – Program Executive Office (Theater Surface Combatants). A part of NAVSEA. They "build" the *Aegis* cruisers, destroyers and the weapons systems that go on them.

TAD – Theater Air Defense. A generic term for protecting against anything from the air.

TBMD – Theater Ballistic Missile Defense.

THAAD – Theater High Altitude Air Defense. The Army's answer to our theater-wide and area missile defense programs.

TMD – Theater Missile Defense.

Theater-wide – Refers to the entire theater of operations.

WMD – Weapons of Mass Destruction. Potential is there for rogue nations to launch WMD on missiles aimed at the United States, its allies or our troops in theater.

Relevant Internet sites:

<http://www.acq.osd.mil/bmdo/bmdolink/html/>
<http://www.internationaldefense.com/>
<http://www.safefoundation.org>

Lighter side

Things spell check won't catch, and why English can be so confusing:

We polish the Polish furniture.

He could lead if he would get the lead out.

A farm can produce produce.

The dump was so full it has to refuse refuse.

The soldier decided to desert in the desert.

The present is a good time to present the present.

At the Army base, a bass was painted on the head of a bass drum.

The dove dove into the bushes.

I did not object to the object.

The insurance for the invalid was invalid.

The bandage was wound around the wound.

There was a row among the oarsmen about how to row.

They were too close to the door to close it.

The buck does funny things when the does are present.

They sent a sewer down to stitch the tear in the sewer line.

To help with planting, the farmer taught his sow to sow.

The wind was too strong to wind the sail.

After a number of Novocain injections, my jaw got number.

I shed a tear when I saw the tear in my clothes.

I had to subject the subject to a series of tests.

How can I intimate this to my most intimate friend?

I spent last evening evening out a pile of dirt.

Media Center hosts first Editor's Workshop

By JO3 Karen M. Golembieski

An informative and enjoyable time was had by all who attended the first Editor's Workshop at the Naval Media Center, Washington, D.C.

Sixty-five Navy and civilian journalists and editors from all over the world gathered together in late March to learn new techniques and ideas from scheduled speakers and each other.

J.D. Leipold, assistant for print media policy for the Naval Media Center, spoke about qualifications and submissions for the CHINFO awards. Eric Johnson, *Washington Times* webmaster, gave instructions on how to set up a web site for command publications.

Elizabeth Krist and Kurt Mutchler, illustrations editors from *National Geographic*, gave pointers on how to choose exciting photographs to spice up stories. Other topics included were: page design and typography, feature writing, story selection, editing process and information on where to find Navy-related photographs and illustrations.

Another highlight of the two-day conference was the roundtable presentations. A representative from each command attending passed around samples of the command's publication and gave a brief presentation including staff size, frequency of publication, circulation, challenges faced and what changes are being made in the publication. Attendees were invited to ask questions and offer suggestions to each representative.

In addition to being informative, the workshop was an opportunity to renew acquaintances and begin new friendships with Navy and civilian journalists worldwide.

LT Brook DeWalt, print media coordinator for the media center and organizer of the workshop, said he was very pleased with the feedback

received from attendees.

"We are planning to hold another editor's workshop based on the feedback.

"Of course, the frequency of the workshops will be determined by the resources available, which will have to be coordinated to accommodate another one.

"We are also planning to host a media web workshop sometime soon."

Golembieski is a staff writer for Sea Services Weekly who attended the workshop.

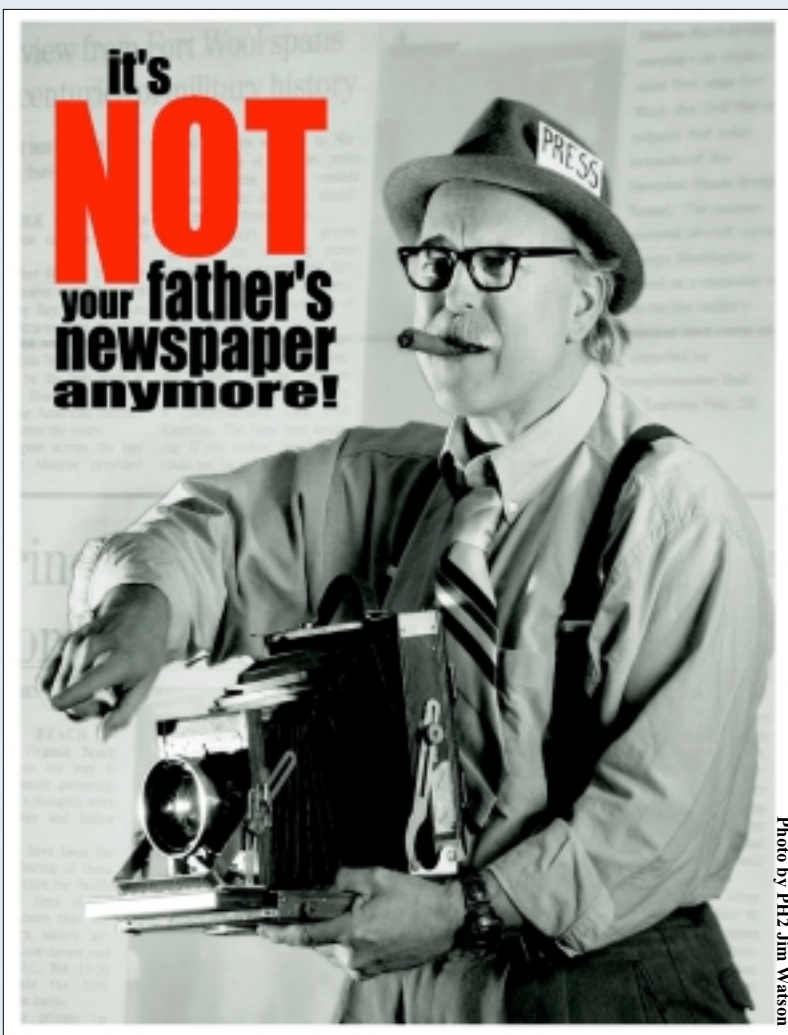


Photo by PH2 Jim Watson

MOVES

June

LCDR John Kirby from Naval War College to COMSECONDFLT
LT John Sharpe from COMSUBGRU 8 to CINCLANTFLT

July

CAPT John Carman from CINCLANTFLT to SACLANT/USJFCOM
CAPT Jim Kudla from CNO to NAVMEDIACEN
CDR Bob Anderson from NPS Monterey to NAVINFO West
CDR Betsy Bird from CHINFO to BUPERS
CDR Mike Brady from USNA to CINCLANTFLT
CDR Bill Spann from COMSECONDFLT to USNA
CDR Frank Thorp from BUPERS to CNO
LCDR Mark McDonald from CINCLANTFLT to COMNAVREG MIDLANT
LCDR Butch Penton from DINFOS to PACEN San Diego
LT Terry Dudley from VQ2 to COMFIFTHFLT
LT Ned McKinley from SEAL Team 8 to PACEN San Diego
LT Pauline Storum from COMNAVAIRPAC to CHINFO
LTJG Corey Barker from DLI to NS Roosevelt Roads
ENS Herlinda Rojas from OCS to CRUITCOM

August

RADM(sel) Steve Pietropaoli from JCS to CHINFO
CAPT T. McCreary from CINCPAC to JCS
LCDR Greg Hicks from USS *Harry S. Truman* (CVN 75) to NPS Monterey
LCDR Darryn James from USS *Constellation* (CV 64) to SDSU
LCDR Cate Mueller from COMLOGWESTPAC to CHINFO
LCDR Lydia Robertson from American Univ. to COMNAVRESFOR
LCDR Cappy Surette from NAS Sigonella to USS *Harry S. Truman* (CVN 75)
LT Charlie Brown from CNO to USS *Constellation* (CV 64)

Promotions

Congratulating our new commander selections:

LCDR Conrad Chun, CINCPACFLT
LCDR Anthony Cooper, OSD
LCDR Ernest Duplessis, CINCCENT
LCDR Rod Gibbons, COMNAVREG Hawaii

LCDR Scott Gureck, NAVWARCOL
LCDR John Kirby, COMSECONDFLT
LCDR Ike Skelton, CHINFO
LCDR Dave Wells, CHINFO

Check us out on-line! The *PA Communicator* is available on-line at the Naval Media Center's website along with other internal media products such as All Hands, Navy/Marine Corps News, Navy News Service, Navy Wire Service, and Captain's Call Kit. The web address is <www.mediacen.navy.mil>.

Public Affairs Communicator relies on input from Navy Public Affairs professionals like you. Submissions (include photos in .jpg format) should be brief, to the point and designed to help readers work smarter, not harder.

E-mail your items to LT Brook DeWalt at <dewalt@mediacen.navy.mil> or call DSN 288-4380 or commercial (202) 433-4380.

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